

**ABSTRACT:**

An arrangement (100) for distributing a content item, comprising a content provider (116) arranged for embedding extra information in a video portion of the content item and for making the content item with said embedded extra information available for reception by a rendering device (110), which comprises receiving means (111) for receiving the content item, decoding means (112) for decoding the extra information from the video portion, embedding means (113) for embedding the extra information in an audio signal (120), and rendering means (114) for rendering the audio signal (120).

Fig. 1